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EXAMINER
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ELECTRONIC

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### **Attachment to Advisory Action**

1. This communication is in response to Application No. 10/509,046 filed nationally on 21 April 2005 and internationally on 11 March 2003. The after-final amendment presented on 16 May 2008, which provides change to the specification, is hereby acknowledged.

### ***Specification***

2. The amendment presented on 16 May 2008 providing change to the abstract is noted. The amendment obviates the previous objection; however, a new objection is being made. The phrase "is disclosed", as amended into the abstract, falls into the category of implied phraseology and should be deleted.

### ***Response to Arguments***

3. Applicant's arguments filed 16 May 2008 have been fully considered but they are not persuasive.

Applicant argues that three limitations of claim 1, and in analogous claims 7 and 8, are not taught by the combined teachings of Druckenmiller (US 6167435), Ferber (US 7184971), and Mullaney (US 2001/0037283). The examiner respectfully disagrees and has rewritten the rejection of claim 1 below, for clarity.

Regarding claim 1, Druckenmiller teaches a method for distributing information (informational messages) to multiple users via a network (Druckenmiller: col 2, lines 58-65 specify multiple subscribers connected to the distribution server over a network), the method comprising the steps of:

transmitting notice information (emails, messages, specifically verification emails) to a destination email address of a registered user (subscriber) whose user information, including a unique user ID (unique token) and the destination email address, has been stored, the notice information containing the user ID (Druckenmiller: col 4, lines 30-56 specify that the subscribers register for mailing lists which are distributed to their email address via email notices; Druckenmiller: col 4, line 58 – col 5, line 11 specify associating a token with the subscriber and their email address and storing the user information in a database and sending notice information containing the user token);

acquiring the user ID of the registered user and transmitting a designated Web page when the registered user clicks a banner area (link) that is displayed on the user terminal by receiving the notice information (Druckenmiller: col 5, lines 16-33 specify that one embodiment involves returning the token by clicking a URL and filling a form, which provides sending a web page to the user terminal; See also Figure 3, items 38, 32, 34);

transmitting the notice information to an email address (Druckenmiller: col 4, lines 30-67 being sent a verification email containing a unique token);

acquiring the user ID of the registered user and transmitting the Web page when a user clicks a banner area that is displayed on the user terminal by receiving the notice

information (Druckenmiller: col 5, lines 16-33 specify that one embodiment involves returning the token by clicking a URL and filling a form, which provides sending a web page to the user terminal; See also Figure 3, items 38, 32, 34); and

wherein notice information contains a unique user ID (Druckenmiller: col 4, line 58 – col 5, line 11 specify sending notice information containing the user token).

Druckenmiller does not teach:

receiving, from the registered user, a request for forwarding notice information to a forwarding address of an unregistered user, the forwarding address being provided by the registered user via a Web page;

wherein transmitting notice information is to the forwarding address;

wherein the user ID of the registered user is acquired when an unregistered user registers;

issuing a new user ID that is associated with the user ID of the registered user when a request for registration is made by the unregistered user via the Web page; and

storing user information, including the new user ID and the forwarding address.

Mullaney, in a similar field of endeavor, teaches:

receiving, from the registered user, a request for forwarding notice information to a forwarding address of an unregistered user, the forwarding address being provided by the registered user via a Web page (Mullaney: [0029])

and [0030]; See also Figure 4, bottom left depicts referring friends by their email addresses via a Web Page); and

wherein transmitting notice information is to the forwarding address (Mullaney: [0030] specifies intermediary then forwards the referral message).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to utilize the teachings of Mullaney for allowing registered users to indicate a friend's email address to send notice information to. The teachings of Mullaney, when implemented in the Druckenmiller system, will enable one of ordinary skill in the art to increase the advertisement distribution database by viral marketing. One of ordinary skill in the art would be motivated to utilize the teachings of Mullaney in the Druckenmiller system in order to accumulate subscribers and get subscribers to view advertisements.

The Druckenmiller/Mullaney system does not teach:

wherein the user ID of the registered user is acquired when an unregistered user registers;

issuing a new user ID that is associated with the user ID of the registered user when a request for registration is made by the unregistered user via the Web page; and

storing user information, including the new user ID and the forwarding address.

Ferber, in a similar field of endeavor, teaches:

wherein the user ID of the registered user is acquired when an unregistered user registers (Ferber: col 12, lines 28-38 specify a registering user indicates the referring user);

issuing a new user ID that is associated with the user ID of the registered user when a request for registration is made by the unregistered user via the Web page (Ferber: col 3, lines 1-4 also specify the referring and the referred are associated; See also col 12, lines 28-64);

storing user information, including the new user ID and the forwarding address (Ferber: col 3, lines 1-4 and col 12, lines 28-64).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to utilize the teachings of Ferber for using subscriber referrals in the email distribution system. The teachings of Ferber, when implemented in the Druckenmiller/Mullaney system, will enable one of ordinary skill in the art to offer incentives for subscriber referrals. One of ordinary skill in the art would be motivated to utilize the teachings of Ferber in the Druckenmiller/Mullaney system in order to offer incentives to accumulate subscribers and increase the size of the distribution database.

Therefore, the combined teachings of Druckenmiller, Mullaney, and Ferber teach all the limitations of independent claim 1 and the analogous independent claims 7 and 8, and the rejections are hereby maintained.